

ORDER



WZZM 13

Orders
Order / Rev: 715108
Alt Order #:
Product Desc: Stabenow for Senate 2012
Estimate: 12018
Flight Dates: 09/24/12 - 09/30/12
Original Date / Rev: 09/19/12 / 09/19/12
Order Type: Political

Primary AE: Tim Siegel
Sales Office: WZZM
Sales Region: LOC

Agency
Name: Media Strategies & Research/ POL
Buying Contact:
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Stabenow, D/ D/ Senate
Demographic: A25-54
Product Codes: PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	63	\$17,780.00	\$15,113.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	63	\$17,780.00	\$15,113.00	0.00
Totals	63	\$17,780.00	\$15,113.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tim Siegel			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WZZM	09/24/12	09/24/12	M-F 5-530a M-F Morning News	CM	5-530a	M-----	:30	1	\$70.00	P-5	0.00	NM	1	\$70.00
N 2	WZZM	09/28/12	09/28/12	M-F 5-530a M-F Morning News	CM	5-530a	----F--	:30	1	\$70.00	P-5	0.00	NM	1	\$70.00
N 3	WZZM	09/25/12	09/25/12	M-F 530-6a M-F Morning News	CM	530-6a	-T-----	:30	1	\$145.00	P-2	0.00	NM	1	\$145.00
N 4	WZZM	09/27/12	09/27/12	M-F 530-6a M-F Morning News	CM	530-6a	---T---	:30	1	\$145.00	P-2	0.00	NM	1	\$145.00
N 5	WZZM	09/28/12	09/28/12	M-F 530-6a M-F Morning News	CM	530-6a	----F--	:30	1	\$145.00	P-2	0.00	NM	1	\$145.00
N 6	WZZM	09/24/12	09/24/12	M-F 6-7a M-F Morning News	CM	6-7a	M-----	:30	1	\$295.00	P-2	0.00	NM	1	\$295.00
N 7	WZZM	09/26/12	09/26/12	M-F 6-7a M-F Morning News	CM	6-7a	--W----	:30	1	\$295.00	P-2	0.00	NM	1	\$295.00
N 8	WZZM	09/24/12	09/28/12	M-F 7-9a M-F Good Morning America	CM	7-9a	MTWTF--	:30	5	\$295.00	P-2	0.00	NM	5	\$1,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	MTWTF--			5		\$295.00		0.00				
N 9	WZZM	09/29/12	09/29/12	Sa 8-9a Sa Good Morning America	CM	8-9a	-----S-	:30	1	\$120.00	P-2	0.00	NM	1	\$120.00
N 10	WZZM	09/26/12	09/26/12	M-F 10-1030am Millionaire	CM	10-1030am	--W----	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N11	WZZM	09/24/12	09/24/12	M-F 1030-11am Millionaire	CM	1030-11a	M-----	:30	1	\$40.00	P-4	0.00	NM	1	\$40.00
N12	WZZM	09/28/12	09/28/12	M-F 1030-11am Millionaire	CM	1030-11a	----F--	:30	1	\$40.00	P-4	0.00	NM	1	\$40.00
N13	WZZM	09/27/12	09/27/12	The View The View	CM	11a-12n	---T---	:30	1	\$160.00	P-2	0.00	NM	1	\$160.00
N14	WZZM	09/25/12	09/25/12	M-F 12-1230p Noon News	CM	12-1230pm	-T-----	:30	1	\$140.00	P-3	0.00	NM	1	\$140.00
N15	WZZM	09/24/12	09/28/12	M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	5	\$70.00	P-5	0.00	NM	5	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	5		\$70.00		0.00						
N16	WZZM	09/25/12	09/25/12	M-F 4-430pm Judge Judy	CM	4-430p	-T-----	:30	1	\$165.00	P-1	0.00	NM	1	\$165.00
N17	WZZM	09/27/12	09/28/12	M-F 4-430pm Judge Judy	CM	4-430p	---TF--	:30	2	\$165.00	P-1	0.00	NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	---TF--	2		\$165.00		0.00						
N18	WZZM	09/24/12	09/24/12	M-F 430-5pm Judge Judy	CM	430-5p	M-----	:30	1	\$165.00	P-1	0.00	NM	1	\$165.00
N19	WZZM	09/26/12	09/27/12	M-F 430-5pm Judge Judy	CM	430-5p	--WT---	:30	2	\$165.00	P-1	0.00	NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--WT---	2		\$165.00		0.00						
N20	WZZM	09/25/12	09/26/12	M-F 5-530pm Judge Judy	CM	5-530p	-TW----	:30	2	\$220.00	P-2	0.00	NM	2	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TW----	2		\$220.00		0.00						
N21	WZZM	09/28/12	09/28/12	M-F 5-530pm Judge Judy	CM	5-530p	----F--	:30	1	\$220.00	P-2	0.00	NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$220.00		0.00						
N22	WZZM	09/24/12	09/25/12	M-F 530-6pm M-F News	CM	530-6p	MT-----	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	2		\$300.00		0.00						
N23	WZZM	09/27/12	09/27/12	M-F 530-6pm M-F News	CM	530-6p	---T---	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	---T---	1		\$300.00		0.00						
N24	WZZM	09/24/12	09/24/12	M-F 6-630p M-F News	CM	6-630p	M-----	:30	1	\$480.00	P-3	0.00	NM	1	\$480.00
N25	WZZM	09/26/12	09/26/12	M-F 6-630p M-F News	CM	6-630p	--W----	:30	1	\$480.00	P-3	0.00	NM	1	\$480.00
N26	WZZM	09/28/12	09/28/12	M-F 6-630p M-F News	CM	6-630p	----F--	:30	1	\$480.00	P-3	0.00	NM	1	\$480.00
N27	WZZM	09/24/12	09/28/12	M-F 7-730p M-F Entertainment Tonight	CM	7-730p	MTWTF--	:30	5	\$220.00	P-2	0.00	NM	5	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	5		\$220.00		0.00						
N28	WZZM	09/25/12	09/27/12	M-F 730-8p Insider	CM	730-8p	-TWT---	:30	3	\$220.00	P-2	0.00	NM	3	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWT---	3		\$220.00		0.00						
N29	WZZM	09/24/12	09/24/12	Mon Prime Other Dancing With The Stars	CM	8-10p	M-----	:30	1	\$1,200.00	P-4	0.00	NM	1	\$1,200.00
N30	WZZM	09/25/12	09/25/12		CM	10-11p		:30	1	\$780.00	P-2	0.00	NM	1	\$780.00

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				Tue Prime C Private Practice			- 1 - - - -								
N31	WZZM	09/26/12	09/26/12	Wed Prime A The Middle	CM	8-9p	- - W - - -	:30	1	\$720.00	P-3	0.00	NM	1	\$720.00
N32	WZZM	09/28/12	09/28/12	Fri Prime A Shark Tank	CM	8-9p	- - - - F - -	:30	1	\$320.00	P-4	0.00	NM	1	\$320.00
N33	WZZM	09/30/12	09/30/12	Sun Prime B Once Upon a Time	CM	8-9p	- - - - - S	:30	1	\$1,440.00	P-3	0.00	NM	1	\$1,440.00
N34	WZZM	09/30/12	09/30/12	Sun Prime C Revenge	CM	9-10p	- - - - - S	:30	1	\$1,200.00	P-4	0.00	NM	1	\$1,200.00
N35	WZZM	09/24/12	09/28/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	MTWTF - -	:30	5	\$330.00	P-3	0.00	NM	5	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF - -		5				\$330.00		0.00			
N36	WZZM	09/29/12	09/29/12	M-Su Late Run News M-Su Late Run News	CM	1130p-1205a (11:30 PM-12:05 XM)	- - - - - S -	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
N37	WZZM	09/30/12	09/30/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	- - - - - S	:30	1	\$330.00	P-3	0.00	NM	1	\$330.00
N38	WZZM	09/24/12	09/27/12	Nightline Nightline	CM	1135p-1202a	MTWT - - -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWT - - -		4				\$200.00		0.00			
													Totals	63	\$17,780.00